



Subject card

Subject name and code	PRODUCT PLANNING, PG_00061369						
Field of study	Engineering Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Management Engineering And Quality -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Anna Lis				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	15.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		5.0		50.0	100
Subject objectives	Plans the implementation and development of innovative products in the enterprise						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] demonstrates creative and entrepreneurial activity in formulating and implementing innovative ideas		analyzes the processes of planning the implementation of new products using advanced knowledge of methods and techniques of data acquisition and analysis		[SW1] Assessment of factual knowledge		
	[K6_U05] designs innovative solutions for complex management processes, using appropriate methods and techniques		designs the implementation of new products, taking into account all stages of the product life cycle		[SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	LECTURE Introductory lecture New product management Full product life cycle New product development models Breakthrough innovation Design Thinking Project management in planning and developing a new product Feasibility study Project evaluation methods Testing new products Intellectual property protection PROJECT Product characteristics Breakthrough innovation Defining problems Market research Design and design specification of the product Quality House Prototyping and testing Industrial design Product manufacturing technology characteristics Intellectual property management New product implementation project management Financial analysis		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Lecture test	60.0%	50.0%
	Project	100.0%	50.0%
Recommended reading	Basic literature	Wirkus Marek, Lis Anna (red.), Zarządzanie projektami badawczo-rozwojowymi, Difin, Warszawa 2012 Kall Jacek, Sojkin Bogdan: Zarządzanie produktem teoria, praktyka, perspektywy. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań, 2008 Sosnowska Alicja: Zarządzanie nowym produktem. Oficyna Wydawnicza SGH, Warszawa, 2000 Haffer Mirosław: Determinanty strategii nowego produktu polskich przedsiębiorstw przemysłowych. Wydawnictwo Uniwersytetu Mikołaja Kopernika, Toruń, 1998 Mruk Henryk, Rutkowski Ireneusz P.: Strategia produktu. Polskie Wydawnictwo Ekonomiczne, Warszawa, 2001 Pomykański Andrzej: Zarządzanie innowacjami. Wydawnictwo Naukowe PWN, Warszawa Łódź, 2001	
	Supplementary literature	Krawiec Franciszek: Zarządzanie projektem innowacyjnym produktu i usługi. Difin, Warszawa, 2000 Behrens W., Hawranek P.: Poradnik przygotowania przemysłowych studiów feasibility. UNIDO, Warszawa, 1993 Kotler Philip: Marketing. Gebethner i S-ka, Warszawa, 1994 Brzeziński Marek: Zarządzanie innowacjami technicznymi i organizacyjnymi. Difin, Warszawa, 2001 Trocki Michał, Grucza Bartosz, Ogonek Krzysztof: Zarządzanie projektami. PWE, Warszawa, 2003	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Describe the stages in the product life cycle List and describe the individual phases in the design of the product specification (House of Quality) List and discuss forms of intellectual property protection in relation to new products Describe the methods of assessing the effectiveness of projects		
Work placement	Not applicable		

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